

North Central Coast Region

Monterey, San Benito, and Santa Cruz Counties



REGIONAL LEAD AGENCIES

California Nutrition Network

Janine Nuñez Robinette
Monterey County Health Department
Chronic Disease Prevention Branch
1200 Aguajito Road, #103
Monterey, CA 93940

Phone: (831) 647-7910
Fax: (831) 647-7942
Email: robinettejn@co.monterey.ca.us

5 a Day-Power Play! Campaign

Denise Gannon
Community Bridges
521 Main Street Suite Y
Watsonville, CA 95076

Phone: (831) 724-4061
Fax: (831) 724-2915
Email: deniseg@cbridges.org

Latino 5 a Day Campaign

Denise Gannon
Community Bridges
521 Main Street Suite Y
Watsonville, CA 95076

Phone: (831) 724-4061
Fax: (831) 724-2915
Email: deniseg@cbridges.com

ALISAL UNION SCHOOL DISTRICT*LIA - School/District*

Suzanne du Verrier
 Food Services Supervisor
 1205 East Market Street
 Salinas, CA 93905
 Phone: (831) 753-5776
 Fax: (831) 753-5784
 suzanne.duverrier@alisal.org

Local Share: \$1,644,444
State Share: \$822,222
First Funded: FFY 1996

Legislators
 U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Sam Farr
 CA Sen. Jeffery Denham
 CA Assemblymember Simon
 Salinas

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 4, 5; Young Adults; Adults
- Ethnicities: Asian (3%); Latino (76%); Caucasian (20%); no info (1%)
- Language: Spanish, Tagalog, English

Settings

Schools; Health Fairs & Parent meetings

Partners

Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; Local Departments of Social Services; Food Bank

Description

The primary goal is to provide nutrition education and to promote physical activity among students and parents of the Alisal Union School District (AUSD). This goal is achieved primarily through certificated teachers who work for the *5 a Day* Program within the district. Classroom presentations are scheduled with the teachers and lesson plans are created to correlate with the promotion and education of the importance of the consumption of 5 fruits and vegetables per day. The lessons also correspond to the standards to allow for uninterrupted learning and the goal of increased test scores. Hands-on activities are planned to encourage the students to taste foods and recognize fruits and vegetables. The nutritional value of fruits and vegetables are also discussed. The promotion of physical activity is incorporated into the lesson plans and a correlation between healthy eating and physical activity is made to demonstrate the importance of both.

Pre-school students are taught about fruits and vegetables through means such as tasting, touching, smelling, songs, dance, etc. The promotion of physical activity is included in the total learning experience. Curriculum kits are given to the teachers to encourage the continuation of these lessons throughout the year.

Parents are an important part of the retention of learning for our students so the program provides classes on nutrition for the parents. Cooking demos using fruits and vegetables, label reading, cost comparisons, and healthy cultural foods are demonstrated. The promotion of family physical activity is also taught.

Health Clubs, gardens, after school programs, newsletters, etc., are also a part of the educational process of teaching the message of *5 a Day* in AUSD.

COMMUNITY BRIDGES

5 a Day—Power Play! Campaign Regional Lead Agency

Denise Gannon

Community Nutrition Manager
521 Main Street, Suite Y
Watsonville, CA 95076

Phone: (831) 724-4061
Fax: (831) 724-2915

deniseg@cbridges.org

First Funded: FFY 2003

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Sam Farr
CA Sen. Bruce McPherson
CA Assemblymember Simon
Salinas

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

Schools; Grocery Stores; Farmers' Markets; Restaurants; Community Youth Orgs; Media

Partners

5 partners from: Schools; School Food Service; Parks and Recreation; California Project LEAN; Community Youth Organizations/Afterschool Programs

Description

Community Bridges acts as the Central Coast Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional *5 a Day—Power Play!* Steering Committee. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 18,000 impressions with the region's 9,193 low-income 9- to 11-year-old children. The Central Coast Region includes Santa Cruz, San Benito, and Monterey Counties.

COMMUNITY BRIDGES

Latino 5 a Day Campaign Regional Lead Agency

Denise Gannon

521 Main Street, Suite Y
Watsonville, CA 95076

Phone: (831) 724-4061

Fax: (831) 724-2915

deniseg@cbridges.org

Grant Amount: \$90,000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Sam Farr

CA Sen. Bruce McPherson

CA Assemblymember Simon
Salinas

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino
- Language: Spanish, English

Settings

Clinics; Grocery Stores; Farmers' Markets; Festival; Direct Health Service Providers; Community Based Organization

Partners

19 partners from: Schools; Local Health Departments; California Project LEAN; Community-Based Organizations; Direct Health Service Providers

Description

Community Bridges serves as the Regional Lead Agency for the *Latino 5 a Day Campaign* in the Central Coast. Throughout 2004, the region will work with the target community and public/private partners to reach Spanish-language dominant and English-speaking Latino adults, aged 18-54 years, with *5 a Day* and physical activity information and opportunities for action. The region is funded currently to coordinate a community coalition and oversee implementation of the Campaign's components, which include interventions conducted at large Latino festivals, farmers'/flea markets, supermarkets and neighborhood grocery stores, direct health service provider organizations, and community clinics. These regional activities, which reach nearly 68,964 Latinos annually, are reinforced with bilingual television, radio, and outdoor advertisements and public relations activities.

MONTEREY COUNTY DEPARTMENT OF PUBLIC HEALTH*LIA - Local Health Department***Joann Godoy**

Program Director
632 East Alisal Street
Salinas, CA 93905

Phone: (831) 757-1819

Fax: (831) 757-3286

godoyj@co.monterey.ca.us

Local Share: \$609,884

State Share: \$304,942

First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Sam Farr

CA Sen. Jeffery Denham

CA Assemblymember Simon
Salinas

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-6
- Ethnicities: Latino (85%); Caucasian (15%)
- Language: Spanish, English

Settings

Schools; Farmers' Markets

Partners

15 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Public Library

Description

The Monterey County Health Department Family & Community Nutrition Program partners with the Salinas Adult School, Salinas City Elementary School District, Hartnell Community College Child Development Center, Salinas Public Library and Monterey County Free Libraries. These partnerships provide a dynamic mix of community nutrition education activities to more than 12,000 low-income families living in the city of Salinas

Students and their families "learn by doing" a variety of innovative nutrition education and physical activity promotion activities in elementary school classrooms and cafeterias, school gardens, child development centers, public libraries and at certified farmers' markets and other community events and conferences.

From June through November, La Cocina Alegre provides cooking demos at the Alisal Community Certified Farmers' Market. Hundreds of school children participate in walking field trips to the Market. Nutrition education comes alive at the Salinas Adult School Family Garden. Nutrition education is combined with family literacy, ESL, parent and early childhood education, and physical activity promotion for more than 1,500 students of all ages and abilities as they plant and harvest fruits and vegetables and prepare recipes fresh from the garden.

Throughout the year *Network* staff participate in community events (Spring Into Health, Kid Fest, Early Childhood Education Conference, Parent University, Children's Story Festival, Labor of Love, Farm Day, and school carnivals and family fun nights). Staff wearing life-size fruit and vegetable costumes serve fresh fruits & vegetables provided by local growers. Nutrition Olympics provide fun, remove barriers and help to increase the appeal of healthy foods and active play.

MONTEREY COUNTY HEALTH DEPARTMENT - CHRONIC DISEASE PREVENTION BRANCH

California Nutrition Network Regional Lead Agency

Elsa Mendoza

Health Program Coordinator
1200 Aguajito Road #103
Monterey, CA 93940

Phone: (831) 647-7949

Fax: (831) 647-7942

mendozaem@co.monterey.ca.us

Grant Amount: \$143,540

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Sam Farr

CA Sen. Bruce McPherson

CA Assemblymember John Laird

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino (100%)
- Language: Spanish, English, Oaxacan

Settings

Community Centers; Clinics; Schools; Grocery Stores; Community Based Organization

Partners

59 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services; Community-Based Organizations; Food Security Organizations

Description

The Monterey County Health Department serves as the California Project LEAN Regional Lead Agency for the North Central Coast, coordinating the Nutrition and Fitness Collaborative of the Central Coast. The Collaborative is made up of 59 organizations whose vision is "all Central Coast residents practice healthy eating and physical activity in communities that value, support and promote these life-long behaviors." The Collaborative's goals are (1) reduce obesity, especially among children; (2) increase physical activity levels; and (3) increase access to affordable, nutritious food. Through the Collaborative, the region coordinates communication and strengthens relationships with all *Network*-funded Local Incentive Awardees and Special Projects. Projects were surveyed for training needs and through the Collaborative will be provided with training opportunities. Region staff provide technical assistance to projects when requested.

Region staff serve as experts for media inquiries and activities occurring in the region, including coordination of activities for State-sponsored media campaigns such as National 5 A Day Week and Spring Into Health.

The Region's Community Based Social Marketing plan targets low-income Hispanic women in selected areas to increase fruit and vegetable consumption and physical activity. Activities include distributing messages in English and Spanish on patient reminder cards, providing community nutrition classes, taste tests and recipe distributions in grocery stores, Promotores de Salud, and supporting agency policy changes to encourage healthy meetings and events. Free print and broadcast media are utilized to provide reinforcement for the face-to-face activities.

SANTA CRUZ CITY SCHOOLS - BRANCIFORTE ELEMENTARY*LIA - School/District***Jessica Curcio**

Project Coordinator
840 N. Branciforte Avenue
Santa Cruz, CA 95062-1028

Phone: (831) 429-3936
Fax: (831) 429-3912

jcurcio@sccs.santacruz.k12.ca.us

Local Share: \$139,007

State Share: \$69,504

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Sam Farr
CA Sen. Byron Sher
CA Assemblymember John Laird

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-5
- Ethnicities: Asian (3.7%); African American (2.8%); Latino (65.3%); Native American (0.3%); Pacific Islander (0.6%); Caucasian (22.4%); Filipino (0.6%)
- Language: Spanish, Tagalog, Mandarin, English

Settings

Schools; Grocery Stores; Farmers' Markets; Local Farms

Partners

5 partners from: School Food Service; Local Health Departments; California Project LEAN; Life Lab Science Program; Community Alliance with Family Farmers

Description

The program works to increase the number of Branciforte Elementary students and family members who consume at least five servings a day of fruits and vegetables and participate in daily physical activity. Activities include nutrition education and physical activity promotion in the school garden, classroom, cafeteria, afterschool program, and school-wide events. The featured monthly produce is emphasized through nutrition education lesson plans, bulletin boards, cooking with garden produce, and garden-based nutrition lessons. Local farmers also visit classrooms to promote local produce. All school-wide events include nutrition education and physical activity promotion. *5 a Day* cooking and gardening activities are promoted in the monthly bilingual Garden Nutrition Newsletter, distributed to all school families.

The program increases collaborative local, regional and statewide efforts to expand nutrition education and physical activity promotion to low-income families in Santa Cruz County. Efforts include participation in the Food & Fitness Coalition, Project LEAN, *5 a Day–Power Play!*, our site-based Student Nutrition Advisory Council and *Network*-sponsored trainings and conferences. Finally, the program distributes information to Branciforte Elementary family members to encourage participation in federal and local food assistance programs.

SANTA CRUZ COUNTY HEALTH DEPARTMENT*LIA - Local Health Department***Heidi Lidtke, RD**

PO Box 962

Santa Cruz, CA 95061-0962

Phone: (831) 763-8821

Fax: (831) 763-8824

heidi.lidtke@health.co.santa-cruz.ca.us

Local Share: \$1,152,122**State Share: \$576,061****First Funded: FFY 2002****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Sam Farr

CA Sen. Byron Sher

CA Assemblymember John Laird

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-6; Adults; Seniors
- Ethnicities: Asian (0.6%); African American (0.4%); Latino (92%); Native American (0.8%); Caucasian (6%)
- Language: Spanish, English

Settings

Schools; Farmers' Markets

Partners

4 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN

Description

A four-pronged approach is planned for FY 2003-04. This program works in 4 main areas to increase fruit and vegetable consumption and physical activity among Santa Cruz County's low-income residents by:

- Preschools: The program provides nutrition education and promotes fruit and vegetable consumption by supplying nutrition education materials that meet California standards. This program also provides nutrition education to the preschool teachers.
- Schools: Support nutrition education and promote fruit and vegetable consumption and physical activity by providing: nutrition education materials that meet California standards and support to elementary schools teachers; nutrition education classes in each classroom; nutrition education in the garden; cooking classes; farm field trips for all fourth grade classes; farmer visits to fourth grade classes; fruit/vegetable taste testing in the cafeteria; and nutrition Olympics at each school
- Family: Provide nutrition education and promote fruit and vegetable consumption to families by co-sponsoring parent education at school/preschool sponsored health fairs and group meetings and soliciting involvement in School Advisory Committee (SNAC) meetings.
- Community: Promote fruit and vegetable consumption and physical activity in the community by participating in community collaborative and coalitions and developing and actualizing nutrition education presentations to PVUSD and Santa Cruz City school boards, Watsonville City Council and Santa Cruz County Board of Supervisors.

SECOND HARVEST FOOD BANK OF SANTA CRUZ AND SAN BENITO COUNTIES

Food Security Special Project

Lee Mercer

Program Representative

PO Box 990

Watsonville, CA 95077-0990

Phone: (831) 722-7110 x220

Fax: (831) 722-0435

lee@thefoodbank.org

Grant Amount: \$40,000
First Funded: FFY 2003
Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Sam Farr

CA Sen. Bruce McPherson

 CA Assemblymember Simon
Salinas

Target Audience

- Ages: All Ages
- Ethnicities: Asian (1%); African American (2.6%); Latino (44.8%); Native American (1.5%); Pacific Islander; Caucasian (46.9%); Other (1.8%)
- Language: Spanish, English

Settings

Community Centers; Schools; Faith Organizations; Food Distribution Sites

Partners

7 partners from: Colleges/Universities; Garden, farm and Ag Groups; Nutrition agency partners

Description

The major objectives of the project are to:

- Participate in convening and operating a Food Policy Council.
- Assess food security resources, produce and print a manual.
- Develop materials and use to promote local food security resources.
- Solicit donations of fruits and vegetable seeds and seedlings.
- Distribute seeds and seedlings to low-income clients.
- Organize gleaning at area farms and gardens.
- Facilitate 5 a Day nutrition and organic farming workshops.

The project will be coordinated by a half-time (.5 FTE) Food Security and Nutrition Advocate to be hired to work under the supervision of the Education and Outreach Coordinator of the Second Harvest Food Bank. The Food Security and Nutrition Advocate will be responsible for project tasks including food policy council organizing, developing a food security manual, soliciting seeds, seedlings and gleaning opportunities, and facilitating nutrition and organic farming workshops for low-income clients.

The initiative will be evaluated by its success in organizing the food policy council and the production of a food security manual; on quantities of seeds and seedlings distributed, gleanings organized; and nutrition and organic farming workshops carried out. Quantity of outreach materials produced and distributed promoting food security resources will also be measured.